

**MINUTES
EASTSIDE WORKING GROUP
CITY OF WEST HOLLYWOOD
FEBRUARY 23, 2016
6:30 P.M.**

**COMMUNITY CONFERENCE ROOM
WEST HOLLYWOOD CITY HALL
8300 SANTA MONICA BOULEVARD
WEST HOLLYWOOD, CA 90069**

1. CALL TO ORDER

The meeting was called to order at 6:30 p.m. by Bianca Siegl.

- A. Pledge of Allegiance
Bianca Siegl led the Pledge of Allegiance.
- B. Reminder to Speak Clearly Into Microphone and to Turn Off All Cellular Phones and Pagers

Working Group Members and public were reminded to speak clearly into their microphones to accommodate the public record tapes and the hearing-impaired.

- C. Oath of Office-Installation of Working Group members
Yvonne Quarker, City Clerk, Administered the Oath of Office to all group members present.
- D. Roll Call

Working Group Members present:

Chad Blouin, Rose Disarno, Carlos Florez, Emily Gable, Tod Hallman, Brian Keith Holt, Jared Meisler, Steve Martin, Jared Miesler, Jesse Slansky, Dani Shaker, Neal Zaslavsky

Working Group Members absent:

Marina Berkman, Justine Block, Agassi Topchian,

Staff present:

Bianca Siegl, Long Range and Mobility Planning Manager
Garen Srappyan, Associate Planner
Yvonne Quarker, City Clerk
Matt Raimi, Consultant
Danny Casillas, Administrative Specialist III

2. PUBLIC COMMENT

Michael Wojtkielewicz, WEST HOLLYWOOD, spoke about constant construction on the eastside.

Cathy Blaivas, WEST HOLLYWOOD, spoke about hopes for the eastside, issues at La Brea/Lexington and keeping the community garden.

3. NEW BUSINESS

A. Introductions

Group members introduced themselves and shared stories of the eastside and what could be improved.

Comments included the following:

Issues/Threats

- Losing single family homes
- Significant new development
- Viability of existing businesses
- Challenge of adding new businesses to Santa Monica due to City regulations (especially parking)
- Lack of lighting
- Public safety; crime (mentioned by multiple people)
- Safety around Plumber Park
- Existing housing stock is falling apart; needs repair.
- Design/architecture of new construction is lacking. It is average and the City should have better.
- Improvements needed to bike and pedestrian infrastructure to improve safety
- Visual improvements are needed to make the Eastside more attractive
- Transient population
- Traffic congestion
- Need to figure out how to integrate movie studio into the fabric; interface along Santa Monica does not activate the street and creates a dead spot.

- Need more places/destination for people to go, meet, shop, etc.
- Demographics are changing - Russian Jews are moving out
- Housing costs are increasing; lack of affordable housing.
- Landlords are finding ways to evict low-income tenants
- Find information on the number of households that are low income and rent burdened.

Strengths/Opportunities

- City is centrally located
- Walkable and transit accessible
- Diversity of people and businesses (mentioned multiple times)
- There is a lot of potential for great things to happen.
- Change on Eastside is happening and this is a good thing
- Lots of opportunities to "bring the funk back to West Hollywood"

B. Roles and Responsibilities

Bianca Siegl explained the group's function.

C. Previous Phase Results

Bianca Siegl presented the results

D. Current City Initiatives

Garen Srapyan explained

E. Project Scope + Schedule

Bianca Siegl explained

F. Community Engagement Discussion

Community Arts Resources (CARS), the firm hired to lead the community event provided a summary of the community event scheduled for April 24, 2016. The purpose of the event is to obtain information that will help guide the plan and to demonstrate a type of event that could be replicated in the future to celebrate the Eastside and bring residents together. CARS described the location, types of activities and general characteristics of the event, as it is now envisioned. EWG members provided this feedback, as described below.

- Need to make the event compelling for people to come to
- Needs to be interesting, accessible

- Create a hook to get people interested
- Greenacre will not attract walk-by pedestrian traffic; find another location; perhaps on Formosa, which has more pedestrian traffic.
- Consider holding the event on “The Lot” or the City Parking lot
- Have food that is Kosher for Passover
- Make the event bigger and more interesting - “think big or don’t do it”
- Have yoga and other activities
- Look at partnerships with local businesses; critical to involve businesses
- Free food is a good idea; like the idea of completing activities and getting food
- Like the idea of bread baking stations as art and an attraction to get people to the event
- Marketing is key - need to get businesses to participate and make it attractive/interesting for the community to attend.
- City should provide something to residents to get them to attend. Then quickly follow up and implement the suggestion to show that the City is listening. Ideas:
 - Signatures for permit parking
 - Locations for “doggie stations”
 - Locations for new trash cans
 - Signatures for traffic calming
- Create a pop-up dog park
- Provide information on City programs to the community as part of the event
- Provide advice to potential business owners - local businesses owners and the City can have a booth to provide information and advice.
- Need to reach out to people who live in The Dylan since they do not participate in community events.

Cathy Blaivas, WEST HOLLYWOOD, commented that it would be good to include local businesses and the Pick Up line, and that a location too close to La Brea may bring in non-residential people.

Michael Wojtkielewicz, WEST HOLLYWOOD, commented that Formosa is a one-way street south of Lexington and using alley ways may be detrimental to the surrounding businesses.

G. Next Steps

Bianca Siegl explained .

4. WORKING GROUP MEMBER COMMENTS

No comments

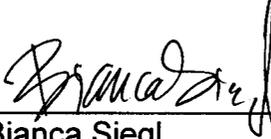
5. PUBLIC COMMENT

No item

6. ADJOURNMENT

Action: The Eastside Working Group adjourned at 8:35 p.m. until the next meeting on March 22, 2016, 6:30 p.m., West Hollywood City Hall, 8300 Santa Monica Boulevard, Community Conference Room West Hollywood, California 90069

APPROVED BY MOTION OF THE EASTSIDE WORKING GROUP THIS 22nd DAY OF MARCH 2016.



Bianca Siegl

ATTEST:



Staff Liaison